

**CLAIMS:**

1. A process, preferably toner-based, for said creation of a printing format (14) on a printing medium (8), characterized by the scent of said printing medium (8) and/or said printing format (14) is at least influenced.  
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2. A process according to Claim 1, characterized by at least one toner that contains at least one aromatic substance is applied to said printing medium (8).  
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3. A process according to Claim 1, characterized by at least one essentially colorless toner that contains at least one aromatic substance is applied to said printing medium (8).
4. A process according to Claim 1, characterized by at least one ink that contains at least one aromatic substance is applied to said printing medium (8).  
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5. A process according to Claim 1, characterized by at least one essentially colorless ink (15) that contains at least one aromatic substance is applied to said printing medium.  
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6. Toner for creating a printing format (14) on a printing medium (8), characterized by said toner including at least one aromatic substance for at least influencing said smell of said printing medium (8) and/or said printing format (14).  
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7. Ink for creating a printing format (14) on a printing medium (8), characterized by said ink including at least one aromatic substance for at least influencing said smell of said printing medium (8) and/or said printing format (14).  
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8. A manufacturing process for said production of a toner according to Claim 6, characterized by at least one aromatic substance is added, in concentrated form, to an ordinary toner.

5 9. A manufacturing process for said production of an ink according to Claim 7, characterized by at least one aromatic substance is added, in concentrated form, to an ordinary ink.

10 10. A printing machine for said creation of a printing format on a printing medium, in a printing process that is toner-based, characterized by at least one printing unit for applying to a printing medium (8) a toner that contains an aromatic substance or an ink (15) that contains an aromatic substance.

15 11. A printing machine according to Claim 10, characterized by at least one printing unit being an electrophotographic printing unit (2) that is located in said area upstream of a fuser mechanism (13) of said printing machine.

20 12. A printing machine according to Claim 10, characterized by at least one printing unit being an ink jet mechanism (20) that is located in said area downstream of a fuser mechanism (13) of said printing machine.